



2015 Latino Festival

Sponsorship Packet

The benefits are endless...



SATURDAY, SEPTEMBER 26

12 p.m. – 5 p.m.

Rock Quarry Park, 701 Stadium Drive
Durham, NC



Durham Parks and Recreation



Durham Parks and Recreation (DPR) provides opportunities for our community to Play More! The department strives to help citizens discover, explore and enjoy life through creative and challenging recreational choices that contribute to their physical, emotional and social health.

Participants enjoy a wide variety of special events that allow families to experience safe, exciting, and organized recreational activities in a beautiful park setting, recreation center, or other locations throughout Durham. Most of these events/activities have a minimal or no cost. Please take a few moments to review DPR's special events and discover ways that you can help the community create family memories in a positive atmosphere. Additional sponsorship opportunities are available. Please see the list of events below.

2015 Annual Events (Calendar Year)



SPONSORSHIP CATEGORIES

- Cultural Events
- Music Series Event
- Specialty Events
- Youth Events/Care Programs
- Family/Athletic Events
- Holiday Events

EVENTS BY CATEGORIES

Cultural Arts Festivals

- Bimbé Cultural Arts Festival
- Earth Day Festival
- Latino Festival

Music and Arts Events

- Woofstock Experience
- Rock the Park Series

Specialty/Family/Athletic Events

- Community Days
- Durham Senior Games
- Durham Spring Games/Special Olympics
- Mature Adult Trips

Youth Events/Care Programs

- Egg Hunts
- Fall Festival
- Hallow-Eno
- Summer Camp
- After School Program/Intercession
- Spring Break Activities

Holiday Events

- Holiday Fun Fest
- Senior Holiday Party
- Santa Paws



CONTACT INFORMATION

Mailing Address: 101 City Hall Plaza, Durham, NC 27701
Physical Address: 400 Cleveland Street, Durham, NC 27701
Phone: (919) 560-4355 Fax: (919) 560-4021
Website: www.DPRPlayMore.org



About the Latino Festival...

Attendance in 2014: 5,000 / projected attendance in 2015: 5,000

On Saturday, September 26, Latin music lovers will “feel the music” at the Latino Festival organized by Durham Parks and Recreation. The purpose of this festival is to share Latino and Hispanic traditions and folklore with Durham residents. The event will be held from 12 p.m. – 5 p.m. at Rock Quarry Park on 701 Stadium Drive.

Festival goers can dance to live music, taste authentic foods, shop the marketplace for arts and crafts, and learn about health, education and employment opportunities available in the community. Children will also enjoy hands-on activities and create traditional Latin crafts.

Despite stormy weather, the 2011 and 2012 Latino Festivals had 2,500 participants. In 2013 and 2014, approximately 5,000 people attended the Latino Festival. This year we are expecting approximately 6,000 participants. The event is free and open to the public. Continuing the **eleven-year** tradition, the Latino Festival will also feature a soccer tournament. The tournament will begin at 12 p.m.

The 2015 Latino Festival is a great opportunity for you to market your business to the festival attendees.

2014 Latino Festival Sponsors

The 2014 Latino Festival audience was a diverse group both ethnically and in age. While the festival attracts a large audience who identify as Hispanic or Latino, 35% of the participants are Caucasian or African American. The audience attracts all ages with the largest age grouping being those between the ages of 30 and 39 years. The festival also attracts a regional audience with 12% coming from outside the Durham City limits. This data is from the Special Event evaluation conducted at the 2014 Latino Festival.



Univisión 40

UniMas 42.2

La Mega 1310

La Conexión Newspaper

Velezquez Law Firm

Wells Fargo

La Noticia Newspaper

La Ovacion

Horizonte Newspaper

Consulado de Mexico

ChildCare Network

PNC

McDonald's

American Tobacco

HolaNC FOX50

Compare Food

Duke Energy

The Home Depot

Time Warner Cable People Channel

City of Durham Human Relations Department

BCBSNC

Game Truck

James Scott Farrin

Que Pasa?



Sponsorship Options

Please review the sponsorship options listed below:

Presenting Festival Sponsor (Cash donation of \$5,000 and up)

- Naming rights to the main stage and recognition at the Latino Festival
- Company ad placed in one issue of the DPR Play More magazine
- Company logo and link on the events page of the DPR website
- Logo placement on promotional materials including posters, postcards and t-shirts
- Name placed on press releases, e-campaigns and media kits
- Company will receive a tent and table to distribute information to event participants
- Banner placement at the event (To be provided by the sponsor)
- Stage announcements by a company representative

Platinum Festival Sponsor (Cash donation up to \$2,500)

- Company logo placed in one issue of the DPR Play More magazine
- Company logo placed on the events page of the DPR website
- Logo placement on promotional materials including posters, postcards and t-shirts
- Company will receive a tent and table to distribute information to event participants
- Recognition at the festival
- Banner placement at the event (To be provided by the sponsor)
- Company recognition at the Latino Festival

Gold Festival Sponsor up to (Cash donation of \$1,500)

- Naming rights to the Latino Festival Marketplace
- Company name will be placed in one issue of the DPR Play More magazine
- Company name placed on the events page of the DPR website
- Logo placement on promotional materials including posters, postcards and t-shirts
- Company will receive a table to advertise and promote their company
- Company recognition at the Latino Festival

Silver Festival Sponsor up to (\$750)

- Company name placed on the events page of the DPR website
- Company name will be listed on promotional materials including poster and postcards
- Company will be able to display information at the general information tent
- Company recognition at the Latino Festival

Bronze Festival Sponsor up to (\$500)

- Company name placed on the events page of the DPR website
- Mention at the Latino Festival

Festival Supporter up to (\$200)

- Recognition at the event

In-Kind Services or Donations

For donating items or time to a special event, your company will be recognized by placing the company name on promotional materials where applicable and/or the company may receive the amenities of a package rate depending on the monetary value of the donation.

Cash donation restrictions do not apply to media sponsors except for the Presenting level.



Sponsorship Application

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

E-mail Address: _____

Company Website URL: _____

Service Provided: _____

Do you plan on attending the festival? Yes No

*****If you qualify for a tent and/or table, you must confirm your attendance by August 21, 2015.***

I would like to partner with the Durham Parks and Recreation in the following way:

PRESENTING SPONSOR/Contribution Amount	_____
PLATINUM SPONSOR/Contribution Amount	_____
GOLD SPONSOR/Contribution Amount	_____
SILVER SPONSOR/Contribution Amount	_____
BRONZE SPONSOR/Contribution Amount	_____
FESTIVAL SUPPORTER/Contribution Amount	_____

Signature: _____

Method of Payment: Please make all checks payable to **the City of Durham**. The payment must be received prior to the actual event. All donations are tax deductible.

Items needed for Presenting and Platinum Sponsorships A vector version of the company logo must be sent to the marketing team via e-mail (laura.nickel@durhamnc.gov) to be printed in promotional material. Please see page 6 for the benefits guidelines.

For more information or to set up an appointment, please contact:

Rosalie Bocelli-Hernandez at (919) 560-4355 or Rosalie.Bocelli-Hernandez@durhamnc.gov



Sponsorship Benefits

Sponsoring a Durham Parks and Recreation event is an opportunity to support the community to support the community in a positive way. It is also an opportunity to reach thousands of people throughout the Triangle area. Your support of DPR events is highlighted through the following marketing opportunities depending on sponsorship level:

Play More Magazine: DPR's main programming publication, listing all classes, programs, park information, facility rentals and special events offered by DPR. Published three times a year, 45,000 copies are distributed as an insert in the *The Herald Sun* and at all DPR recreation centers, special events and other locations throughout Durham.

Durham Parks and Recreation Website: Website users seek information about programming and event, download our Play More programming guide and learn more about park amenities and locations through the online park locator. Receives 30,000 hits per month.

Press Releases: Distributed to local and regional media outlets.

Electronic communication: Event information sent out via e-mail to all city employees (number of employees: 2,200) and via DPR's listservs, neighborhood associations, and Facebook page.

Flyers/Ads/t-shirts: Various forms of print media will be distributed to the public, depending on the event. **May also include a Herald Sun newspaper insert, distributed to all subscribers (36,000 households) and to event attendees.**

Promotional Tent: A dedicated space to hang company banners and distribute information, coupons, giveaways, and promotional materials at DPR events.

Banner Visibility: Prominent display of company banners at DPR events.

Production Deadlines and Specifications:

In order to produce and distribute marketing materials in the timely and effective manner, a sponsor's company logo must be submitted by the following deadlines to be included in promotional materials. Logos must be received in vector format at the following e-mail address: laura.nickel@durhamnc.gov. Call Laura Nickel at (919) 560-4355, ext. 27222 with any questions. The deadline for placement of marketing materials is **Friday August 7, 2015**. The list of promotional items/materials that will be produced is below.

Printed materials
Website

Electronic Communications
Newspaper insert

T-Shirts

